

1997-98 SESSION
COMMITTEE HEARING
RECORDS

Committee Name:

Joint Committee on
Finance (JC-Fi)

Sample:

Record of Comm. Proceedings ... RCP

- 05hrAC-EdR_RCP_pt01a
- 05hrAC-EdR_RCP_pt01b
- 05hrAC-EdR_RCP_pt02

➤ Appointments ... Appt

➤ **

➤ Clearinghouse Rules ... CRule

➤ **

➤ Committee Hearings ... CH

➤ **

➤ Committee Reports ... CR

➤ **

➤ Executive Sessions ... ES

➤ **

➤ Hearing Records ... HR

➤ **

➤ Miscellaneous ... Misc

➤ 97hrJC-Fi_Misc_pt198

➤ Record of Comm. Proceedings ... RCP

➤ **

Brown County Planning Commission

100 North Jefferson Street Room 608
Green Bay, Wisconsin 54301
414 448 3400
fax 414 448 3426

Chris B. Knight
Executive Director

April 16, 1997

To: Joint Finance Committee of Wisconsin State Legislature

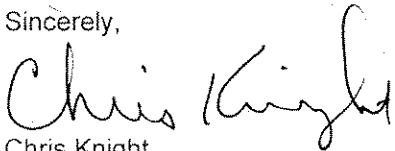
On behalf of the Brown County Land Information Office (LIO), I would like to express my opposition to the proposal in LRB 1304/11 to eliminate the Wisconsin Land Information Board (WLIB) and to redirect the duties of the WLIB and all land information funds to the Department of Administration.

The Brown County LIO is concerned that the proposal will result in land use and land use policy issues driving funding of land records modernization activities at the expense of other modernization activities that might be less important in relation to land use, yet still critical to the needs of the county.

We are asking that the Joint finance Committee consider removing all references to the elimination of the WLIB from the budget bill. We wish that the Joint Finance Committee would remove all references in the budget that shift the duties of the WLIB to the Department of Administration. To these ends, the Brown County LIO has recommended to the Brown County Board of Supervisors and the Brown County Executive that they resolve to support the continued existence of the Wisconsin Land Information Program under the administration of the Wisconsin Land Information Board rather than moving the Program under the administration of the Department of Administration as proposed in Assembly Bill 100 and 1997 Senate Bill 77, and to communicate this position to local state representatives.

Thank you for your consideration,

Sincerely,



Chris Knight,
Planning Director

Testimony in Support of:

Northern Wisconsin Area Health Education Center

by

Nancy McKenney, RDH, BS
Community Dental Health Course Director
Northeast Wisconsin Technical College

State of Wisconsin Joint Finance Committee Hearing

April 16, 1997

Nancy McKenney, RDH, BS

My name is Nancy McKenney. I have been a registered dental hygienist for twenty years. I have an Associate Degree in Dental Hygiene, a Bachelor of Science Degree in Community Dental Health Management and will receive a Master of Science Degree in Management and Organizational Behavior in May. I am a dental hygiene instructor at Northeast Wisconsin Technical College in Green Bay, Wisconsin. As course director of Community Dental Health, I am responsible for facilitating community dental health education for dental hygiene students.

Northeast Wisconsin Technical College Dental Hygiene Program in cooperation with the Fort Howard-Jefferson Neighborhood Family Resource Center, and the State of Wisconsin Division of Health conducted a pilot project in the fall of 1996. Our mission is to increase the awareness of dental disease prevention, and reduce the prevalence and incidence of disease through service learning educational and dental sealant programs. Oral health screenings were conducted at the Fort Howard-Jefferson Neighborhood Family Resource Center Health Fair in 1995 and 1996. Possible tooth decay was detected.

Fort Howard and Jefferson Schools were identified as Title 1 schools. Eighty five-ninety three percent of the families who have children enrolled in these schools are eligible for free and reduced lunch programs, indicating reduced financial resources for preventive services. Senior dental hygiene students provided oral health education and dental sealants to second grade children in the schools. Objectives for the college and dental hygiene students included: providing service learning (clinical) opportunities, communicating effectively in a multidisciplinary, culturally diverse environment, and valuing differences. Objectives for the Resource Center and schools included: providing an opportunity for parent and child preventive health education and services. Sealants are applied to the chewing surfaces of molar teeth to provide a physical barrier between the teeth and the elements causing dental disease (cavities). They are highly effective in preventing tooth decay.

Thirty five (35) children participated in the screening process. Twenty-four (24) children had teeth that could be sealed. Seventy-nine (79) permanent teeth (134 surfaces) had dental sealants placed with portable equipment in the schools by senior dental hygiene students. There was a 97% retention rate for sealant placement. Dental hygiene students provided several educational sessions to the second grade children. The dental hygiene students worked in teams to identify their target population (second grade children with newly erupted six year molars), plan the service learning programs, implement the programs and evaluate the programs. The approximate cost per child for the sealant program was just over \$11.00.

This service learning project was very successful. This project and its continuation are being funded in part by Northern and Eastern AHEC. Please consider approving the funding requests submitted by Wisconsin Area Health Education Center (AHEC) System.



NATIONAL ASSOCIATION OF SOCIAL WORKERS

W-2 REFORM

The Wisconsin Chapter of the National Association of Social Workers(NASW WI) is proposing a number of changes to the W-2 program as part of the state budget. The proposed changes are as follows:

1) NASW WI opposes the proposal that would mandate the reduction of a participant's grant for twelve months if the individual tested positive for drugs.

This proposal would unnecessarily punish children for the mistakes of their parents. It would also create an additional barrier for parents who try to overcome a drug problem. Instead of reducing the individual's grant, it would be more beneficial to offer the opportunity for substance abuse treatment.

2. NASW WI opposes the replacement of the current fair hearing process for grievances with an administrative procedure conducted by the W-2 agency or DILJD.

As the large number of successful fair hearing appeals in the Pay for Performance Program demonstrates, the fair hearing process is critical to protecting the rights of W-2 participants from errors made by workers. The fair hearing process is a long time federal requirement that will continue for grievances in the administration of the food stamp and medicaid programs and should continue with the administration of W-2. Finally it is imperative in any hearing process that the participants' benefits be maintained until a decision is made on the grievance.

3. NASW WI believes that the budget for W-2 should ensure that all who meet the eligibility requirements and follow the rules receive the services needed(employment programs, child care, health care and transportation).

Currently there is no provision that guarantees participation for all those who are eligible. No family should be denied service because the state fails to provide enough money, especially when economic times are not as good as the present. Families are required to hold up their side of the social contract and the state should be required to do the same.

4. NASW WI believes that W-2 should provide at least the minimum wage rather than a grant for Community Service jobs and Transitional Placement activities to fulfill the work requirement.

In addition to being fair, the minimum wage for these job categories could make participants eligible for the Earned Income Tax Credit(EITC), increasing their income. Since the EITC is available only to those who work, it is shortsighted to deny this extra income to working families at the lowest rung of the economic ladder, and also to deny the influx of some 92 million dollars* in these federal funds into the state. Finally the availability of EITC for all W-2 participating families will mitigate the sharp reduction in monthly revenue experienced by large families, including many Hmong families.

5. NASW WI believes that W-2 should permit education and training that develop job skills to fulfill the work requirement. NASW WI also believes that W-2 should allow the teen parents to qualify for W-2 by attending high school.

Numerous studies have shown that education increases an individual's earning power. If the goal of W-2 is to promote self-sufficiency among participants, surely education and training should be key components of such a program. In the absence of changes to W-2, it will be almost impossible for W-2 participants to get education and training, forcing them to stay in lower paying jobs. There would also be no incentive for teen parents to stay in school.

* Based on estimates provided by the Legislative Fiscal Bureau to Senators Chvala, Moen and Moore in February 1996



NATIONAL ASSOCIATION OF SOCIAL WORKERS

CHILD WELFARE STANDARDS

The Child Welfare system in Wisconsin, especially in Milwaukee County, is failing in its mission to protect and provide permanency for children in need. In Milwaukee County, the out-of-home caseload grew from 1,220 children in 1986 to nearly 6,000 children in 1994, with costs of care increasing from \$3 M in 1986 to \$30 M in 1994. Child abuse and neglect referrals have doubled from 1986 to 1995, now averaging 900 a month, while funding statewide for child welfare services has decreased. Caseload size in Child Welfare services varies greatly throughout the state, primarily due to lack of consistent state standards and the variability of formulas used to fund services. There is no uniformity in hiring standards, resulting in many agencies hiring staff to perform social work functions who have no Social Work training. Caseloads also vary considerably, with some counties maintaining caseloads six times higher than the Child Welfare League of America recommended standards. Lastly, minimal financial resources have been made available for preventative services, which are less costly to deliver and may often eliminate the need for more costly crisis and out-of-home care.

The delivery of Child Welfare services requires highly trained and skilled staff to sensitively make the difficult decisions required to protect children and families. Social Work is the only profession that offers training specifically for child welfare service delivery. Child Welfare training is funded by Social Security Act Title IV-E, and requires participation in an accredited Social Work program. The unique body of knowledge upon which the Social Work profession is based is recognized by numerous government and professional organizations as critical to the delivery of quality child welfare services. The social work profession provides the framework for meeting the challenge of effective assessment, treatment and prevention services necessary to alleviate the social, economic and personal conditions contributing to child abuse and neglect.

The Wisconsin Chapter of the National Association of Social Workers makes the following recommendations to alleviate the current circumstances that has resulted in the failure of the current child welfare system in achieving its mission to protect and enhance the well-being of children.

- *Increase funding to levels that reflect the actual needs of the community, including bilingual, AODA, AODA, and special needs adoptions services.
- *An undergraduate or graduate social work degree should be required for the delivery and administration of social services in public child welfare to ensure that workers have the necessary skills, knowledge and values to provide high quality services.
- *Establish caseload sizes that meet nationally accepted standards of quality. Child Welfare League of America standards are as follows:
 - 12 active intake investigations per month per Social Worker
 - 17 active on-going families per Social Worker, and no more than 1 new case for each 6 open cases
 - 10 active ongoing cases and 4 active investigations per Social Worker
 - 1 Social Work Supervisor for each 5 Social Workers
 - 15 families per Social Worker in a family-centered casework delivery system
 - 2 to 6 families per Social Worker in intensive family-centered crisis services delivery system
 - 12 to 15 children per Social Worker in family foster care services
- *The agency providing the service should have a track record of successfully working collaboratively with child welfare community services and programs, have mechanisms to allow for worker and

CHILD WELFARE STANDARDS

- client input, and be accountable for the quality and quantity of services provided.
- *The agency providing the service should have a strong affirmative action policy and a good record of hiring and retaining minority staff.
- *Comprehensive analysis regarding the privatization of child welfare services must occur, examining the efforts and experiences of other states, such as Hawaii, New York and Massachusetts, and developing appropriate standards for the private sector.
- *Salary levels should reflect education, training, skill, expertise and experience of the staff. A strong benefit package should be provided to recruit, train, and retain the highest qualified individuals. Benefits should include on-going professional development.
- *The agency should employ full-time rather than part-time staff, to reduce the incidence of staff turnover. A career ladder for experienced staff who dedicate themselves to continuing to work with children and families should be provided, and should include salary differentiation for BSW and MSW degrees and years of experience.

April 17 - De Pere

Wisconsin State Budget Hearing

Roy C. Melvin - Representing AARP Legislative Committee - Dist. 6

Some concerns - 1997-1999 budget.

I am here to discuss some good facts about the budget, as well as some changes needed.

1. We are pleased with the increase in funds for the ombudsman program for nursing home problems. We find it especially important to have someone to try to see to it that patients get the proper care, esp. since the recent publication about some problems.
2. A concern is the imbalance in the distribution of budgeted funds between nursing homes and community and home care. (COP) We need more than 800 new COP slots; esp. since we have a waiting list of nearly 9000 people. Home care can end up costing less than nursing home care.
3. Regarding W-2 - corrections are needed since the pay should be raised at least to the current minimum wage. Transitional placements are now to be paid a grant of \$518 per month - should be a going wage.
4. W-2 program needs to be sure to provide adequate training for individuals in the program. Proper child care is needed for working mothers.

②

5. Transportation needs for the elderly need to be raised more than 1% of the total budget increase.
6. We are not in favor of electric utility mergers.
7. We are not in favor of metallic mining such as Crandon, Wisconsin proposal. The 10 year program to prevent pollution has not been put to 10 year test. The local people are not in favor of the mining in spite of the advertising favoring it.
8. Promote fair reorganization of the way the state long term care should work. We need to follow with the least expensive, yet to be sure of adequate care.



door county
environmental
council, inc.

box 114
fish creek, wis.
54212-0114

TO WHOM IT MAY CONCERN:

The Board of Directors of the Door County Environmental Council, Inc. wishes to indicate support for the continuation of the WATERSHED FUNDING PROGRAM in its entirety, with no reduction in State involvement.

The PRIORITY WATERSHED Program is essential to ensure future groundwater quality in the fragile and vulnerable aquifer beneath us right now. See attached Essay from a County 7th Grade student, written as an entry in the County-Wide Earth Day contest:

Watershed Funding will continue the newly-formed Red River/Sturgeon Bay Watershed, which includes the entire watershed area from Sturgeon Bay to Dykesville. This is established to resolve many of the farm related problems of runoff and animal waste pollution, which can be eliminated, much as was the case in the completed Northern Door Watershed.

Speaking as one, farm folks, and some others, do not voluntarily spend large amounts of money on improvements that may not benefit them directly, even though scores of other people WILL be affected if there are water quality problems now or in the future.

IT WILL BE A MUCH NEEDED SERVICE TO THE FUTURE CITIZENS OF THE STATE OF WISCONSIN, AND TO SCOTT AND HIS FAMILY AND OTHERS WITH WATER QUALITY PROBLEMS, IF THE FUNDING FOR THIS IMPORTANT PROGRAM FOR GROUNDWATER QUALITY PROTECTION IS MAINTAINED.

Thank you for consideration,

Jerome M. Viste
Executive Director
Door County Environmental Council, Inc. Fish Creek, WI. 54212
414 743 6003 17 April 1997

Why Should I Worry About Natural Resources Protection?

Why should I worry about natural resource protection? In my situation, I should be concerned because when spring comes our water is polluted by fertilizers from other farms around our house. We aren't able to drink it for that reason. When we take showers we need to go into town and take them at my grandma's and grandpa's or at my cousin's house. We do dishes with water from the store so we don't get sick from the fertilizers in the water.

When I grow up and maybe start a family I would like to have my children be able to get a drink of water from the tap, not from a jug! When they need to take a shower or wash their hands they won't have to ask for a ride into town to go to their grandparents. I would like to start worrying about natural resource protection so other families can go outside, drink water, and take showers. I don't like seeing trash on the ground or smelling and tasting the pollutants in the ground water. I want all citizens to share my concerns about water and what's going on around us. When I am a grandpa I hope others can use my generation as an example for them, their kids, and friends.



door county
environmental
council, inc.

box 114
fish creek, wis.
54212-0114

TO WHOM IT MAY CONCERN:

The Board of Directors of the Door County Environmental Council, Inc. wishes to indicate support for the continuation of the WATERSHED FUNDING PROGRAM in its entirety, with no reduction in State involvement.

The PRIORITY WATERSHED Program is essential to ensure future groundwater quality in the fragile and vulnerable aquifer beneath us right now. See attached Essay from a County 7th Grade student, written as an entry in the County-Wide Earth Day contest:

Watershed Funding will continue the newly-formed Red River/Sturgeon Bay Watershed, which includes the entire watershed area from Sturgeon Bay to Dykesville. This is established to resolve many of the farm related problems of runoff and animal waste pollution, which can be eliminated, much as was the case in the completed Northern Door Watershed.

Speaking as one, farm folks, and some others, do not voluntarily spend large amounts of money on improvements that may not benefit them directly, even though scores of other people WILL be affected if there are water quality problems now or in the future.

IT WILL BE A MUCH NEEDED SERVICE TO THE FUTURE CITIZENS OF THE STATE OF WISCONSIN, AND TO SCOTT AND HIS FAMILY AND OTHERS WITH WATER QUALITY PROBLEMS, IF THE FUNDING FOR THIS IMPORTANT PROGRAM FOR GROUNDWATER QUALITY PROTECTION IS MAINTAINED.

Thank you for consideration,

Jerome M. Viste
Executive Director
Door County Environmental Council, Inc. Fish Creek, WI. 54212
414 743 6003 17 April 1997

Why Should I Worry About Natural Resources Protection?

Why should I worry about natural resource protection? In my situation, I should be concerned because when spring comes our water is polluted by fertilizers from other farms around our house. We aren't able to drink it for that reason. When we take showers we need to go into town and take them at my grandma's and grandpa's or at my cousin's house. We do dishes with water from the store so we don't get sick from the fertilizers in the water.

When I grow up and maybe start a family I would like to have my children be able to get a drink of water from the tap, not from a jug! When they need to take a shower or wash their hands they won't have to ask for a ride into town to go to their grandparents. I would like to start worrying about natural resource protection so other families can go outside, drink water, and take showers. I don't like seeing trash on the ground or smelling and tasting the pollutants in the ground water. I want all citizens to share my concerns about water and what's going on around us. When I am a grandpa I hope others can use my generation as an example for them, their kids, and friends.

Waupaca Co. Land & Water Conservation Dept.

Courthouse-811 Harding St.
Waupaca, WI 54981
715/258-6245
Fax: 715/258-6212

WAUPACA COUNTY LAND & WATER CONSERVATION COMMENTS ON GOVERNOR'S 1997-1999 BUDGET - April 16, 1997

Thank you for giving me the opportunity to address the Proposed Wisconsin Biennial Budget.

I would like to talk specifically about the Soil and Water Conservation portion, and even more to the point, the DNR Priority Watershed Program.

As you might know, this program addresses identified water quality concerns on a watershed basis. The watershed program is the most comprehensive of its kind in the entire nation. Wisconsin is recognized as the leader in watershed management. A number of other states and municipalities have fashioned their programs after the Wisconsin Priority Watershed Protection Program. The Program works!! History will show that dramatic water quality improvements were made through the efforts of the DNR Priority Watershed Program. Who would have predicted back in 1950's and 1960's when the state began addressing point source discharges that the Lower Fox River would be one of the premier walleye fisheries in the midwest.

The insidious nature of nonpoint or runoff pollution belies its tremendous impact on the water resources of this state.

The Priority Watershed Program is in trouble. Its success over the last few years has caused a substantial revenue shortfall. On behalf of the Waupaca County Land & Water Conservation effort, I would like to request that the legislature restore full funding for this critical program. The backbone of this program is the trained professional watershed staff that is currently in place. We are concerned that the Governor's Budget funds this program predominantly through bonding money which cannot be used for staffing. The County's commitment to landowners and the resource, needs to be retained to maintain the momentum this program has generated.

We are pleased with the Governor's foresight in funding a watershed-based pollutant trading pilot project. We believe that trading holds great promise to address runoff pollution in the future, but we are concerned that if Nonpoint Program staff are severely reduced, the infrastructure will not be in place to administer a program utilizing pollutant-trading funds.

We also support the DNR reorganization effort. Aligning natural resource programs by watershed is an idea long overdue. Our concern is that the mechanism to allocate funds directly to the 23 Basins (GMUs) where local priorities are set, seems to have been lost. We would suggest that the GMU workgroups are best qualified to prioritize and allocate funds within their units. The Land & Water Conservation Board should be directed to allocate funding to the GMUs for watershed prioritization.

I would thank you again for this opportunity.

The following snowmobilers & members of the
KumAlong SnoRiders Snowmobile club Support the
1% Solution.

Terri Lane	W6907 Cty P Porterfield	789-2660
Rick Asas	8865 Old 41 Oconto	834-2718
Donald Dura	N1516 Hwy 41 PESHTIGO	582-4871
David Vombe Wille	W8303 2nd Rd. vicinity	(715) 954-7196
Clint Lane	W6907 Cty A Portersburg	715-789-2660
Ron Phillips	W 3824 17th St. Peshtigo	715-582-9096
John R.	W 9125 W 24th Pound	414-897-2965
Richard Palmer	N 4945 17th Rd Beaver W.	414-897-9203
Judy Kueger	W6225 Hwy 64 Peshtigo, WI	5439 715-789-2187
Sue ConDelWalle	W 5467 Red School Rd Peshtigo	715-789-2992
Tom Culbert	234 Hwy 141, Coleman, WI	414-897-3737
Paula Heeward	N1983 City Coleman WI	414-897-2492
Diagne Resner	118 Hwy 141 N Coleman, WI	414-897-4104
Don Von der Pelt	W5467 Red School Rd Peshtigo	715-892-192
Jimmy Kume	W9846 W 10th St, Coleman, WI	414-897-9946
John	W 3439 South Rd Peshtigo	715-789-2260
Joe Doherty	N6332 Spur Rd Portersburg	715-554-2057
Arny Secwald	N1983 City - J Coleman 5912	(414) 897-2492
Ed Posner	118 Hwy 141 N Coleman	414-897-4104
Robert Rame	N3561 N 17th Pound	897-3064
Steve Nor	W5430 Highway Peshtigo	582 3094
Don Rame	3329 Laurel Rd Peshtigo	789 2710
Don Schaefer	N 3656 Carls Lane Peshtigo	789-2396
Dale Schwoech	N3656 Carls Lane peshtigo	789-2396

The Wisconsin economy: How will it be impacted by a \$1.00 per pack cigarette tax?

On the table is a proposal from pro-health advocates to increase the state tax on cigarettes from \$0.38 to \$1.38 per pack. Why is this important to Wisconsin?

- Tobacco currently costs the state's economy over **\$1 billion** per year in higher health care costs, decreased productivity, and premature death and disability. That's over **\$2.00** for every pack of cigarettes sold. (Wisconsin Department of Health)

Kids, drugs and crime!

A \$1.00 tax is the single-most effective deterrent to kids' buying their first cigarette. For every 10% increase in price, there results a 10% reduction in new children smokers.

A study in the *Journal of Public Health* demonstrates that cigarettes are a "gateway" drug. It is the first addiction kids experience before graduating to hard drugs. The study found that pack-a-day smokers are:

- 45 times more likely to have used marijuana in the past year.
- 10 times more likely to use inhalants.
- 79 times more likely to use cocaine.

The Center for Disease Control has determined that higher cigarette prices are even more effective than educational processes in school. While the latter clearly needs more effort, **a tobacco tax increase will deter many of the kids who are later influenced by their peers to try their first cigarette.**

Unlike traditional youth access laws, cigarette taxes require no enforcement costs and, however minimal, could even reduce other drug and crime enforcement costs.

Raise needed taxes for health care!

Even after compensating for reduced smoking, the tax will still raise **\$317.7 million** for needed health care programs for the unemployed, uninsured and low-income people (per a conservative Fiscal Bureau estimate).

A \$1 tax will discourage approximately 104,915 adults and 39,460 children in Wisconsin from smoking, according to national elasticity studies.

Reduce Health Care Costs, Improve Productivity!

As more kids and adults quit smoking, fewer cigarettes will be sold, health care costs will decrease and our state's business productivity will rise.

According to the National Center for Health Statistics, smokers' health care costs are 32% higher than non-smokers'. The "butt breaks" alone can cost employers **six extra paid days** each year for each smoking employee.

Ninety percent (90%) of today's smokers start before the age of 18, when they would otherwise be sensitive to a \$1 tax increase. Kids are 3 times more likely to quit because of higher prices, than are adults with longer addictions.

It is for this reason the tobacco industry targets youth in its ads. Camel cigarettes enjoyed less than 1% of the illegal (ages 10-17) children market six years ago; today, the "Joe Camel" cartoon character has moved that market share to over 32%.

Cigarette tax will not cost Wisconsin jobs!

Our state produces no cigarette tobacco; 66% of it originates in the south and 34% comes from imports (U.S. Department of Agriculture).

Tobacco industry front groups have said that "based on a recent Price-Waterhouse study, a \$1 increase in the cigarette tax would cause the loss of 7,100 jobs in Wisconsin."

- The P-W study, which was funded by the Tobacco Institute, did not predict job loss in Wisconsin. The Tobacco Institute did.
- With no cigarette tobacco being grown in Wisconsin, it seems quite a reach to claim that job losses will result from taxes on an out-of-state product.
- The Tobacco Institute assumes that money not spent on cigarettes will dry up and vanish from the economy. In fact, as any economist knows, the money stays in the economy and will generate new jobs and business opportunities.
- Lest we not forget, the Tobacco Institute is "still not sure" if tobacco causes lung cancer.

Even wild claims that "tobacco subsidiaries will suffer" should be weighed against their success and profitability before being acquired by tobacco interests. It is hard to imagine how the success of cigarettes would affect that of the food and beverages, and if so, how either stood alone before the acquisition.

But even if true, what is a life worth?

Even if the wild claim of 7,100 lost jobs were true, that would calculate to **1.23 Wisconsin lives** each year for every job protected! Reason tells us that:

- We do not have to keep Wisconsin residents smoking and dying for the sake of the state's economy, and
- If cigarettes were *that* essential to our economy (and people were not), we should be **promoting** smoking among Wisconsin's youth to ensure the future welfare of the state.

\$1 tax will divert millions of dollars to Wisconsin's economy!

Except for distribution profits, the major beneficiaries of Wisconsin's **\$946 million** cigarette habit are the southern and foreign economies!

If, as expected, the \$1 added tax reduces tobacco expenditures by 11%, **\$104 million each year will be diverted from the southern and foreign economies to our own.**

Cigarette tax will increase Wisconsin jobs!

An October 1993 Arthur Andersen Economic Consulting study exposed the major fallacies of the Price-Waterhouse/Tobacco Institute report. Fact:

- A significant portion of the money currently being spent on cigarettes will instead be spent on non-tobacco products and services in Wisconsin, thus creating more and/or better jobs for low-income people. Was this just a convenient omission?

Will cigarette taxes unfairly penalize smokers?

No. Smokers are only paying \$0.38 of the \$2.00 per pack smoking is costing Wisconsin's economy. Non-smoking taxpayers are subsidizing the balance.

This is not a "sin" tax. It is a "use" tax proportionate to the cost of its use, and it affects only those who choose to use it.

The \$1.38 will offset at least part of the \$1 billion tobacco costs Wisconsin's smoking and nonsmoking taxpayers each year. Smokers should bear the costs of smoking; nonsmoking taxpayers should not.

Smoking is currently costing every man, woman and child (whether smoker or nonsmoker), \$204 each year to subsidize the state's tobacco bill.

Will the tax hit lower income people the hardest?

Only those who choose to smoke, but that number will decrease significantly. Those who choose to continue smoking will compensate by reducing consumption.

Low-income people will clearly have a tougher choice to make, but it *is* their choice. Smoking is a cost and a risk they simply cannot afford, and this tax will bring the issue to the forefront.

Many families will make the right decision, and fewer children will be harmed by second-hand smoke.

When tobacco-related illness or premature death or disability strikes, it is the low-income family that is wiped out first. Kids from these families are not only left without a parent, but also lacking the resources available to affluent kids. They face double trouble, all thanks to Joe Camel and the macho Marlboro Man.

For those who quit because of this tax, it will provide an extra thousand or two in savings and will result in lower medical bills to boot.

Paychecks and Welfare checks will be spent on pro-family, rather than anti-economy, products.

But the Tobacco Institute says these taxes are regressive!

They are shedding crocodile tears. For two decades the tobacco industry systematically raised wholesale tobacco prices. They were raised gradually, so the effect was not felt by the smoker.

Since 1960 cigarette taxes have been increased by 250%. While tobacco executives criticized every tax increase as being "regressive," they nonetheless increased wholesale prices by 756% during this same period.

Incidentally, between 1962 and 1992, tobacco "manufacturing" jobs fell from 68,700 to 49,100 while cigarette output actually increased. This job loss was caused by the tobacco industry itself, through automation and the use of imported rather than U.S.-grown tobacco.

Low income people are most affected by tobacco diseases!

Lung cancer, emphysema and heart disease strike the low-income family first -- and the hardest! Blacks in Wisconsin have the highest rates of cancer, and die in greater numbers from it, than do affluent whites.

And, it is the low-income family that is most affected by the crime that results from tobacco's frequent extension: **hard drugs**. Tobacco is a destructive product that should no longer be protected by *artificially low, subsidized taxes*.

Low-income families support cigarette taxes!

In a recent nationwide Gallup poll, 64 percent of blacks and 71 percent of Hispanic voters said they would support a substantial \$2 increase in cigarette taxes. In another poll, the majority *in every income group*, and 31% of smokers, supported the tax.

A 1992 Michigan poll found that *more than twice as many voters* would vote for a candidate for the state legislature who supported a 25 cent cigarette tax, than would vote for a candidate who opposed it.

In a recent poll by St. Norbert's College, 73% of Wisconsin residents supported a higher cigarette tax.

Cigarette taxes will save 36,000 Wisconsin lives each year!

Regardless of income status, the proposed \$1 tax will provide an effective incentive for all tobacco victims to overcome their deadly addiction, and cherished lives will be saved.

Tobacco kills 8760 Wisconsin residents (and taxpayers) each year. This is a human tragedy that must be stopped!

Federal tobacco tax forces state action....

The forthcoming federal tobacco tax increase will reduce smoking, too. If states do nothing, they will see a loss in their existing tobacco tax revenues. They must act quickly to head off this revenue loss, and they should take the opportunity to create a "health gain" in the process.

The bootlegging argument

Bootlegging will be minimal, and will decrease to zero as neighboring states match Wisconsin's tax. Little effect has been noticed in the District of Columbia, which has the nation's highest tax of 65 cents and borders Virginia, which has the nation's lowest tax (2.5 cents). But even considering a small bootleg effect, Wisconsin's new revenues will offset even the most extreme claims of loss.

Will higher tobacco taxes reduce revenue?

Twenty years ago, state and federal taxes represented 56% of the average pack of cigarettes; today it is only 28%. In 1968, tobacco taxes represented 5.2% of state revenues; today it represents only 1.9%.

The tobacco industry claims that revenues will be lost if people quit smoking. That's only true if *all* people quit -- an unlikely scenario. If a 363% tax increase results in an 11% reduction, net revenues will still increase. Canada's revenues nearly quadrupled when its \$3 per pack increase reduced consumption by 27%.

Nonetheless, even if *everybody* quit smoking, and revenues dropped to zero, direct health care costs would drop by \$400 million per year, more than offsetting the \$178 million per year Wisconsin would lose in tax revenue. Medicaid costs alone would drop by \$150 million. The state's increase in business productivity would be a bonus.

But Philip Morris is the state's largest employer...

PM employs over 8000 in its food and beverage subsidiaries, but this tax *will not hurt* these businesses. It will *benefit* them just as it will every other Wisconsin business. It will also benefit the families of PM's 8000 employees.

Marlboro profits aside, this tax is good for Wisconsin.



P.O. BOX 23387 • GREEN BAY, WISCONSIN 54305

ADMINISTRATIVE OFFICES: 200 S. BROADWAY
GREEN BAY, WISCONSIN 54303

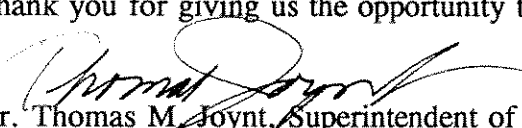
THOMAS M. JOYNT, Ph.D., SUPERINTENDENT
PHONE: (414) 448-2101

Dear Joint Finance Committee:

I anticipate providing testimony during the public hearing on April 17, 1997, however, if I am unable to do so, I would like to submit the following for the records:

- Technology needs are escalating and anything which can be done to support technology in local Districts should be given serious consideration;
- Especially for growing Districts, there is a need to adjust the State Aid Formula to more accurately respond to current year enrollments as opposed to the present practice of using a three year average which results in a serious funding lag to accommodate staffing needs;
- In general, the current funding formula results in inequity in distribution of state money with a special concern that Districts with greater property wealth seem to be treated better than Districts in average or below average situations. Presently over 100 Districts are bringing suit against the State to correct this inequity. The State Legislature is urged to address this serious problem through legislative initiatives rather than have a long and expensive court battle;
- Providing Districts with financial relief for State and federally mandated EEN programs is a critical need or the cost of these programs will require an increasing share of the local budget which is limited by revenue caps;
- Finally, the University of Wisconsin-Green Bay initiative to develop a revised teacher training program and a new approach to graduate training for veteran teachers is strongly endorsed for support in the State budget. The Green Bay District has been part of this planning to date and the promises for a new educational training model should be given serious consideration.

Thank you for giving us the opportunity to have input into the State Budget planning process.


Dr. Thomas M. Joynt, Superintendent of Schools
April 17, 1997

Joint Finance Committee Meeting
April 17, 1997
DePere, Wisconsin

Christina Kujak
1160 Walter Way
Green Bay, WI 54311

Chairman Burke, Chairman Jensen, Members of the Committee:

My name is Christina Kujak. I am a Regional Field Organizer for the Tobacco Free Wisconsin Coalition and I am concerned with tobacco use in Wisconsin.

My first concern is youth smoking. The rate of smoking among youth in Wisconsin is higher than the national average. Furthermore, Wisconsin youth smoke more than adults. While the number of adult smokers has declined steadily, the number of kids that smoke has increased. Each day, about 60 Wisconsin kids start smoking, and about one-quarter of them will die from their addiction. The fact is, the tobacco industry targets kids. They spend \$100 million in Wisconsin each year. That comes out to \$400 per 12 to 18 year old in billboards, magazine ads, give aways, and cigarette displays that are targeted to kids. They spend more money convincing kids to smoke than we spend teaching foreign languages.

My second concern is health problems related to smoking. Imagine a 747 jet full of Wisconsin residents crashing every few weeks. If this were actually the case, Wisconsin would immediately be taking action to protect its citizens. However, those who die of tobacco-related illnesses do so in hospitals or at home, out of the public eye and without media attention. Deaths related to smoking are preventable.

Lastly, the economic costs of smoking to Wisconsin are astounding. Each smoker spends about \$800 per year on cigarettes. Only a small part of that cost actually stays in Wisconsin. If less money was spent on cigarettes, there would be more money spent on local products. Also, cigarette smoking costs Wisconsin more than \$1 billion in direct medical costs per year. Decreasing rates of smoking would be good for the economy of Wisconsin.

Right now, Wisconsin collects only \$175 million in cigarette taxes per year. If the cigarette tax were to be increased 56¢ per pack, Wisconsin would raise an additional \$200 million in revenue. This is substantially more than funds raised by the State Lottery, and can pay more than the prospective increase in tuition for UW System. Cigarette smoking would be reduced and thus health care costs for the state would decline. Revenue raised could be used for a prevention and education campaign for kids as well as adults to promote information and skills necessary to resist the \$100 million spent each year by tobacco companies in our state. The program would also make programs to help people quit smoking more accessible. Programs such as these have been instituted in Massachusetts and California

through cigarette tax increases and have reduced smoking rates by 20% and 27%, respectively. There is currently a proposal in the budget bill that would increase the tax by 5¢. An increase this small would not increase revenue or decrease smoking by any significant amount. In order to make an impact, a cigarette tax of at least 56¢ per pack is necessary. I realize that two days after April 15 is a bad day to even talk about taxes, however, according to a recent poll, 71% of Wisconsin residents support increasing the cigarette tax. Wisconsin realizes that raising this tax will raise revenue and save lives. I encourage each of you to support a 56¢ tax increase per pack of cigarettes. Thank you.

WISCONSIN CHILDREN AT RISK:

**THE CRISIS OF
TOBACCO ADDICTION**



Center for Tobacco Research and Intervention
University of Wisconsin Medical School

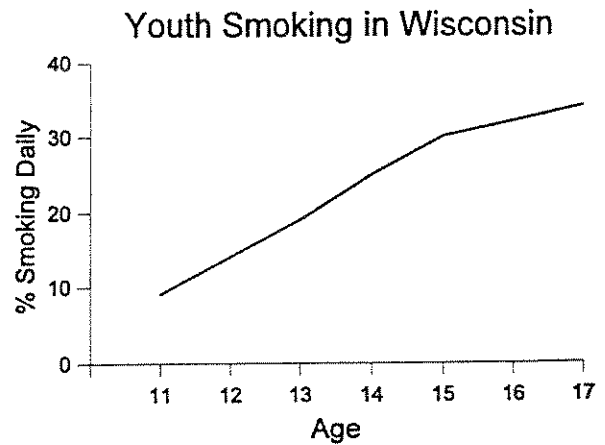
10 STEPS TO PROTECT WISCONSIN CHILDREN FROM TOBACCO ADDICTION

1. Mandate strong enforcement of current Wisconsin laws that ban the sale of tobacco products to children under age 18 and assign enforcement authority to local health departments.
2. Enact a Wisconsin statewide ordinance that licenses and regulates vendors of tobacco products in the same manner that vendors of alcoholic beverages are now licensed and regulated. Revoke the license to sell tobacco of any vendor who repeatedly violates the current law banning the sale of tobacco to children under age 18.
3. Conduct random, unannounced inspections ("compliance checks") of all locations where tobacco products are sold (both over-the-counter and vending machines) to ensure that minors cannot purchase tobacco. Involve law enforcement in conducting and enforcing compliance checks.
4. Ban the sale of cigarettes via vending machines from all locations except those limited exclusively to adults.
5. Ban the free distribution of tobacco products in Wisconsin.
6. Enforce current Wisconsin laws that ban the sale of single cigarettes ("loosies").
7. Enforce current Wisconsin laws that prohibit the use of any tobacco product in schools or on their grounds.
8. Educate the public and our legislators that tobacco is a powerfully addictive drug that will eventually kill 30 of the 60 children in Wisconsin who start to smoke each day.
9. Recognize that parents, schools, and youth all need to play a part in reducing tobacco use by minors. Encourage all individuals who use tobacco (both adults and children) to quit.
10. Prohibit preemptive state laws regarding tobacco use and access by minors that bar stronger municipal and county ordinances.

FACT: TOBACCO USE IS THE LEADING DRUG ADDICTION AMONG WISCONSIN YOUTH.

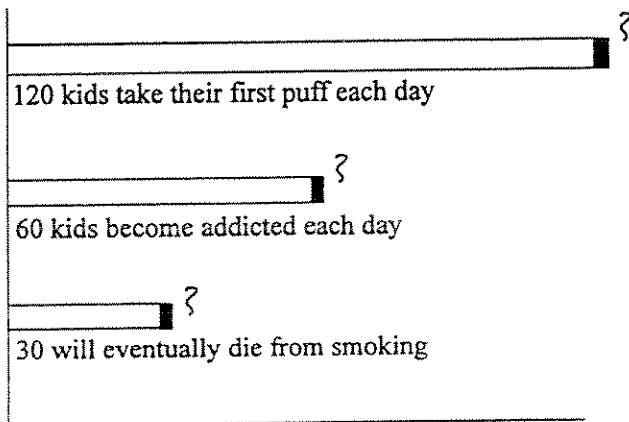
KEY FACTS:

- ▶ 100,000 Wisconsin children are addicted to tobacco products.¹
- ▶ 6,000 eleven-year-olds smoke daily (9% of Wisconsin 11-year-olds).
- ▶ 34 percent of 17-year-olds in our state smoke daily.
- ▶ Wisconsin children smoke 14 million packs of cigarettes per year.
- ▶ Wisconsin stores and businesses illegally sell children \$25 million worth of cigarettes annually.
- ▶ Tobacco use by teens frequently serves as a "gateway" to other drugs such as alcohol, marijuana, or other illicit drugs.²



FACT: MORE THAN 60 WISCONSIN CHILDREN BECOME ADDICTED TO CIGARETTES EVERY DAY.

Cigarettes: The Toll on WI Children



KEY FACTS:

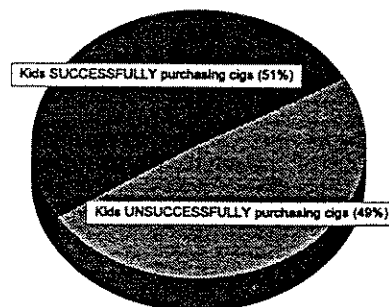
- ▶ Tobacco addiction begins in childhood; more than 80% of smokers start to smoke before the legal age of sale, age eighteen.³
- ▶ Each day, 120 Wisconsin children take their first puff of cigarette smoke.
- ▶ Each day, 60 of these children become addicted smokers.
- ▶ 30 of these addicted children eventually will die of diseases caused by their smoking.⁴
- ▶ Overall, 8,000 Wisconsin residents die of tobacco use each year.
- ▶ Most kids who smoke have already become addicted to tobacco and go through withdrawal when trying to quit.⁵
- ▶ Cigarettes will eventually kill more children than alcohol, heroin, cocaine, and all other illegal drugs *combined*.

FACT: ANY WISCONSIN CHILD CAN ILLEGALLY BUY CIGARETTES.

KEY FACTS:

- ▶ In communities throughout Wisconsin, young teenagers successfully purchased cigarettes from vendors 27% to 69% of the time.
- ▶ A single vendor selling cigarettes illegally can provide access to all children in that community.
- ▶ Many vendors ignore the Wisconsin law banning the sale of cigarettes to children under 18.
- ▶ Wisconsin children as young as 12 successfully buy cigarettes from vendors.
- ▶ Vending machines provide easy access to cigarettes for Wisconsin children of any age.
- ▶ More than \$10 million in Federal block grants are at risk because of illegal sales.

Illegal Sales of Cigarettes to Wisconsin Youth



WISCONSIN COMPLIANCE CHECKS ON TOBACCO SALES

<u>Location</u>	<u>Buyer Age</u>	<u>% of Purchase Attempts Resulting in Successful Sales</u>
Beloit	12-15 years old	33%
De Pere	13-16 years old	68%
Fond du Lac	14 years old	59%
Green Bay	13-16 years old	59%
Janesville	12-15 years old	44%
Madison	12-15 years old	27%
Wausau	14-17 years old	69%

References

1. Chudy NE, Yoast R, Remington PL: Child and adolescent cigarette smoking and consumption. Wisconsin Medical Journal, April 1993, pp. 198-199.
2. Bailey SL: Adolescents' multisubstance use patterns: The role of heavy alcohol and cigarette use. American Journal of Public Health, September, 1992, pp. 1220-1224.
3. Preventing tobacco use among young people: A report of the Surgeon General. US Department of Health and Human Services, Public Health Service, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994.
4. Doll R, Peto R, Wheatley K, Gray R, Sutherland I: Mortality in relation to smoking: 40 years' observation on male British doctors. British Medical Journal, 8 October 1994, pp. 901-911.
5. Reasons for tobacco use and symptoms of nicotine withdrawal among adolescent and young adult tobacco users—United States, 1993. Morbidity and Mortality Weekly Report, October 21, 1994, pp. 745-750.

The Center for Tobacco Research and Intervention would like to thank Michael Hartman, Eric Stecker, and Scott Woller who assisted on this project.

CENTER FOR TOBACCO RESEARCH AND INTERVENTION

UNIVERSITY OF WISCONSIN MEDICAL SCHOOL

7275 Medical Sciences Center 1300 University Avenue Madison, WI 53706

TEL: (608) 262-8673 FAX: (608) 265-3102

RAISING WISCONSIN'S TOBACCO EXCISE FEES:

**PROTECTING CHILDREN,
INCREASING REVENUE,
SAVING LIVES**



Center for Tobacco Research and Intervention
University of Wisconsin Medical School

CONCLUSION:

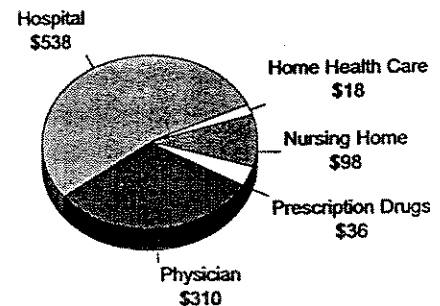
RAISING THE CIGARETTE EXCISE FEE BY AT LEAST 50¢ PER PACK WILL: (A) PROTECT CHILDREN FROM TOBACCO ADDICTION; (B) SAVE WISCONSIN RESIDENTS FROM THE PREVENTABLE ILLNESS AND PREMATURE DEATH THAT RESULTS FROM SMOKING; AND (C) INCREASE STATE REVENUE FOR TAX RELIEF AND OTHER CRITICAL NEEDS.

FACT: SMOKING IS A MAJOR ECONOMIC BURDEN ON THE CITIZENS OF WISCONSIN.

KEY FACTS:

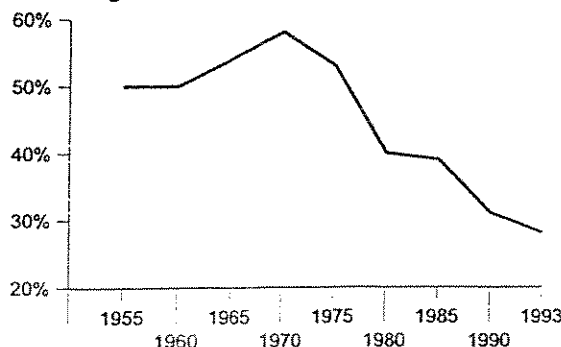
- ▶ Cigarette smoking costs Wisconsin more than \$1 billion in direct medical costs per year.¹
- ▶ In contrast, the current cigarette excise fee in Wisconsin only generates \$175 million per year.²
- ▶ Each smoker in our state spends, on average, \$800 per year for cigarettes.
- ▶ For states such as Wisconsin, reducing or eliminating tobacco use will increase employment in our state and improve health.³

Medical Costs (\$Millions), 1993



FACT: CIGARETTE EXCISE FEES IN WISCONSIN HAVE DECLINED IN REAL TERMS OVER THE LAST 40 YEARS.

Federal & State Fees on Pack of Cigarettes as Percent of Retail Price



KEY FACTS:

- ▶ Excise fee, measured as a percentage of the average retail price of cigarettes, has dropped from 56% to 28% over the last twenty years.
- ▶ Fourteen states have cigarette excise fees higher than Wisconsin's.

FACT: MOST WISCONSIN RESIDENTS WANT CIGARETTE EXCISE FEES INCREASED.

KEY FACTS:

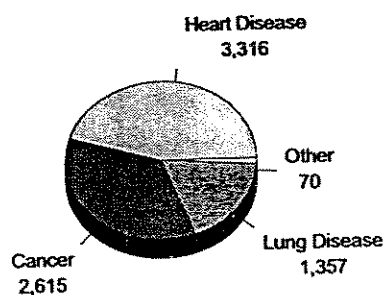
- ▶ 73% of Wisconsin residents support a \$1 per pack cigarette fee increase.⁴
- ▶ One-third of *smokers* support a \$1 per pack cigarette fee increase.

FACT: RAISING THE CIGARETTE EXCISE FEE WILL SAVE WISCONSIN LIVES.

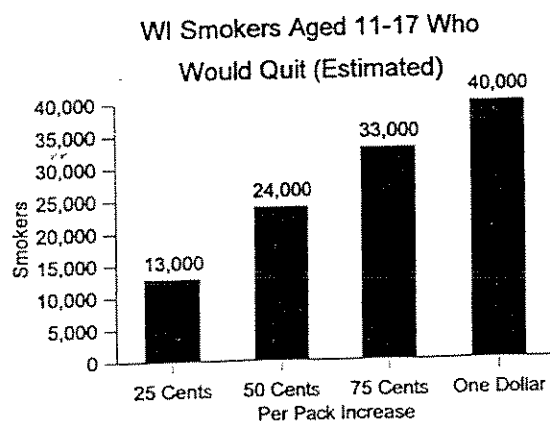
KEY FACTS:

- ▶ 7,400 Wisconsin residents die prematurely each year directly from tobacco use; that is, one out of every five deaths in our state is directly caused by smoking.
- ▶ Approximately 85,000 years of potential life are lost in our state each year because of premature deaths from tobacco.

WI Deaths Due to Smoking, 1993



FACT: INCREASING EXCISE FEES IS THE MOST POWERFUL WAY TO PROTECT CHILDREN FROM TOBACCO ADDICTION.



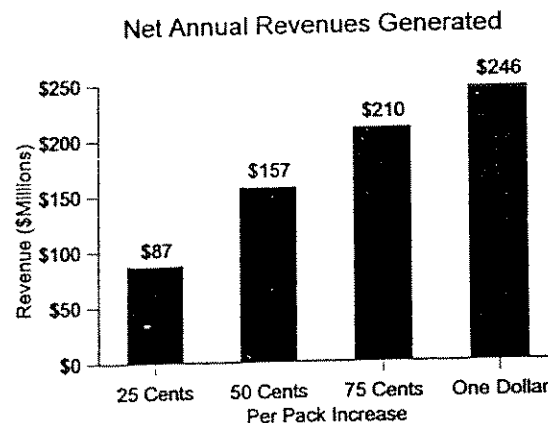
KEY FACTS:

- ▶ Each 10% increase in the real (after inflation) price of cigarettes leads to about a 10% reduction in tobacco use among teenagers.⁵
- ▶ Raising the cigarette excise fee by 50¢ per pack will result in 24,000 adolescents quitting smoking each year.
- ▶ Raising the cigarette excise fee by 50¢ per pack will discourage 50,000 adults from smoking each year.

FACT: RAISING CIGARETTE EXCISE FEES COULD BE AN IMPORTANT REVENUE SOURCE FOR PROPERTY TAX RELIEF.

KEY FACTS:

- ▶ Increasing the excise fee has two important benefits: it decreases smoking and its related costs, while increasing overall fee revenue.
- ▶ A 50¢ per pack increase will generate \$157 million per year.
- ▶ A \$1 per pack increase will generate \$246 million per year.
- ▶ If all of the new revenue from a \$1 excise fee increase went to property tax relief, each homeowner in Wisconsin would save \$200 each year.⁶



References

1. Van Gilder TJ, Remington PL: The health care burden of cigarettes on Wisconsin communities, 1994. Wisconsin Medical Journal, November, 1994.
2. Based on data for fiscal year ending June 30, 1994. Wisconsin Department of Revenue.
3. Warner KE, Fulton GA: The economic implications of tobacco product sales in a nontobacco state. JAMA, 1994;271:771-776.
4. The Wisconsin Survey, March, 1993. St. Norbert's College Survey Center, De Pere, WI 54115.
5. Ferrence R, et al: Effects of pricing on cigarette use among teenagers and adults in Canada, 1980-1989. Addiction Research Foundation, Toronto, February, 1991.
6. Based on 1.2 million homeowners receiving the property tax credit in 1994. Wisconsin Legislative Fiscal Bureau.

The Center for Tobacco Research and Intervention would like to thank Michael Hartman, Eric Stecker, and Scott Woller who assisted on this project.

CENTER FOR TOBACCO RESEARCH AND INTERVENTION

UNIVERSITY OF WISCONSIN MEDICAL SCHOOL

7275 Medical Sciences Center 1300 University Avenue Madison, WI 53706
TEL: (608) 262-8673 FAX: (608) 265-3102

LOCAL/STATE

to cloning, residents say

WISCONSIN SURVEY

supply. But 98 percent of people wouldn't want a clone of themselves. Other situations for human cloning met with similar resistance.

Cloning highly intelligent people to enhance society was termed a bad idea by 92 percent of people. Cloning infertile couples who want a related child met with 82 percent disapproval, and cloning yourself for organ transplants later in life met with 86 percent disapproval.

While only 66 percent say cloning is not morally acceptable, 83 percent say the technique will create more problems than it will solve.

For the survey, 407 telephone interviews were conducted between March 18-25. There is 95 percent assurance that the results are accurate within 5 percentage points.

Cigarette tax increase has public support

A vast majority of state residents endorse the idea of raising the state tax on cigarettes by 56 cents per pack to pay for health care.

About 71 percent of respondents in the latest Wisconsin Survey by St. Norbert College say that's a good idea.

Among smokers, however, the support dropped to just 37 percent. Of nonsmokers, support was 82 percent. Support was also highest among women (76 percent) and those 65 and over (83 percent).

The findings are consistent with previous questions asking about a \$1 per pack tax increase, said St. Norbert Survey Center director David Wegge.

Two 1993 polls showed support for the \$1 tax at 73 percent and 66 percent.

For the survey, 407 telephone interviews were conducted between March 18-25. There is 95 percent assurance that the results are accurate within 5 percentage points.

— Brian M. Kerhin

4/9/97
Green Bay
News Chronicle

Hotel &
R A N T
NER SPECIALS
TUESDAY
Fresh Whitefish

WISCONSIN CHILDREN AT RISK:

TOBACCO INDUSTRY ADVERTISING

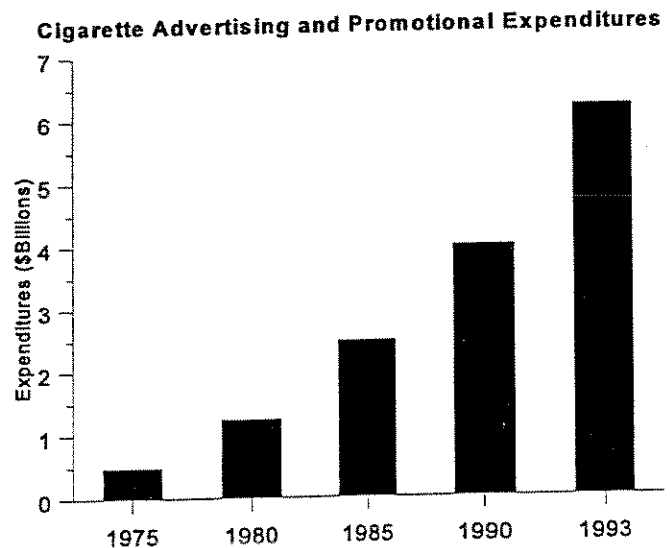


Center for Tobacco Research and Intervention
University of Wisconsin Medical School

FACT: ADVERTISING PLAYS A CRITICAL ROLE IN THE RECRUITMENT OF NEW SMOKERS.

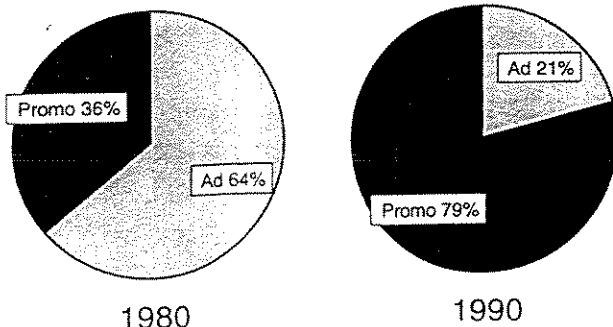
KEY FACTS:

- ▶ Tobacco advertising and cigarette promotion have been shown to encourage smoking in children and adolescents.¹
- ▶ Every year the tobacco industry loses 420,000 smokers to death caused by tobacco-related disease.² Advertising plays a critical role in replacing those who are killed by cigarettes.
- ▶ In 1993, the tobacco industry spent **\$6.2 billion** on advertising and promotion—that is **\$6,000** for each new adolescent smoker.³
- ▶ In 1988, cigarettes ranked 1st among products advertised in outdoor media, second in magazines, and sixth in newspapers. Cigarettes were the *second most heavily advertised* consumer product after automobiles.⁴
- ▶ By 1988, the top five advertisers on billboards across the United States were tobacco companies.⁵
- ▶ Each day, 3,000 adolescents (one million each year) become addicted to tobacco and join the ranks of regular smokers.⁶ Of these, 1/3 will eventually die of tobacco-related disease.
- ▶ Eighty percent of all smokers consume cigarettes from three tobacco manufacturers. These companies maintain that their advertising is only intended to maintain “brand loyalty” and persuade current smokers to switch brands, and not to attract new smokers.⁷



FACT: TOBACCO ADVERTISING AND PROMOTION IS DESIGNED TO BE ATTRACTIVE TO OUR CHILDREN.

Cigarette Advertising vs. Promotional Expenditures

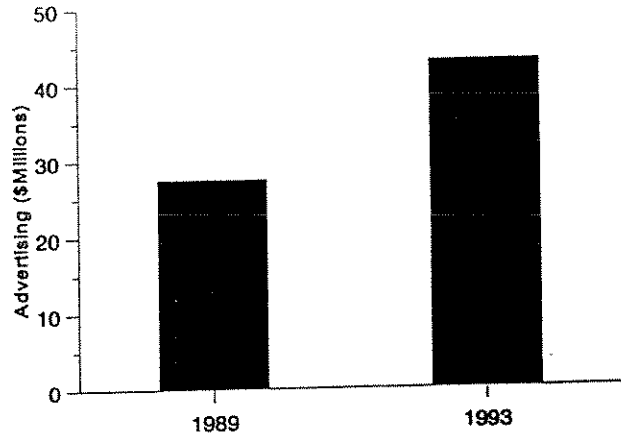


KEY FACTS:

- ▶ Over the last two decades, the tobacco industry has greatly expanded its promotional activities, including the sponsorship of sports events, give-away campaigns, etc. These promotional activities appeal to children and adolescents.⁸
- ▶ “Old Joe,” the cartoon character of Camel cigarettes, was recognized by 91% of six-year-olds as a symbol for cigarettes—the same level of recognition six-year-olds have for Mickey Mouse.⁹

- ▶ “Old Joe” became the Camel cigarette mascot in 1988. From 1988 to 1991, Camel cigarettes increased their share of the under-18-year-old market from 0.5% to 33%.¹⁰
- ▶ In a 1992 Gallup survey, 87% of adolescents surveyed in the United States could recall recently seeing one or more tobacco company advertisements.¹¹
- ▶ The tobacco industry targets magazines with large teenage reader populations. In 1985, \$6.3 million was spent in *Glamour*—25% of *Glamour* readers are girls under 18 years of age. \$29.9 million was spent the same year in *Sports Illustrated*—where 33% of the readers are boys under 18 years of age.¹²
- ▶ Eighty-six percent of adolescent smokers prefer smoking Marlboro, Camel, or Newport—the three most heavily advertised cigarette brands.^{13,14}

Camel Advertising Expenditures



Adolescent consumption of Camels *increased 64%* during this time period, reflecting a strong correlation between cigarette company advertising and adolescent brand preference.

FACT: THE FDA REALIZES THE DANGER TOBACCO ADVERTISING REPRESENTS TO OUR CHILDREN.

KEY FACTS:

- ▶ The FDA proposes to eliminate tobacco billboards within 1000 ft. of schools and playgrounds.
- ▶ The FDA proposes to permit only black and white, text-only advertising outdoors and at points of sale.
- ▶ The FDA proposes to permit only black and white, text-only advertising in publications with youth readership of 15% or more *or* with a youth readership greater than 2 million children.
- ▶ The FDA proposes to eliminate all brand-name sponsorship of sporting and entertainment events.
- ▶ The FDA proposes to ban the sale or free distribution of non-tobacco items such as t-shirts and caps that carry tobacco brand names and logos.

FACT: WISCONSIN HAS A LONG WAY TO GO TO PROTECT OUR YOUTH FROM THE HARMFUL EFFECTS OF TOBACCO ADVERTISING.

KEY FACTS:

- ▶ Currently, Wisconsin has no laws that help control the advertising of tobacco products.
- ▶ Approximately 120 Wisconsin children take their first puff of cigarette smoke each day. Of these children, more than 60 become addicted smokers each day.
- ▶ Tobacco industry annual spending on advertising and promotion in Wisconsin has increased from approximately \$24 million in 1980 to over \$100 million in 1993.³

References

1. U.S. Department of Health and Human Services. *Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General, 1989*. U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. DHHS Publication No. (CDC) 89-8411, 1989.
2. Centers for Disease Control. (1993) Cigarette Smoking - Attributable Mortality and Years of Potential Life Lost - United States, 1990. *Morbidity and Mortality Weekly Report*, August 27, 1993; 42 (33): pp. 645-649.
3. Federal Trade Commission. Report to Congress for 1993: pursuant to the Federal Cigarette Labeling and Advertising Act. Washington, DC: Federal Trade Commission, 1995.
4. Centers for Disease Control. (1990) Cigarette Advertising - United States, 1988. *Morbidity and Mortality Weekly Report*, April 20, 1990; 39 (16): pp. 261-265.
5. *Advertising Age*, August 28, 1988 (From Scenic America).
6. U.S. Department of Health and Human Services. *The Health Benefits of Smoking Cessation. A Report of the Surgeon General, 1990*. U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. DHHS Publication No. (CDC) 90-8416, 1990.
7. Blum A, Myers M. Tobacco Marketing and Promotion. *Proceedings of the Tobacco Use: An American Crisis Conference*; 1993 Jan 9-12; Washington (DC).
8. Federal Trade Commission. Report to Congress for 1990: pursuant to the Federal Cigarette Labeling and Advertising Act. Washington, DC: Federal Trade Commission, 1992.
9. Fischer PM, Schwartz MP, Richards JW Jr., Goldstein AO, Rojas TH. Brand Logo Recognition by Children Aged 3 to 6 Years. *JAMA*, 1991; 266: 3145-3148.
10. DiFranza JR, Richards JW Jr., Paulman PM, Wolf-Gillespie N, Fletcher C, Jaffe RD, et al. RJR Nabisco's Cartoon Camel Promotes Camel Cigarettes to Children. *JAMA*, 1991; 266: 3149-3153.
11. George H. Gallup International Institute. *Teenage Attitudes and Behavior Concerning Tobacco: Report of the Findings*. Princeton (NJ): The George H. Gallup International Institute; 1992.
12. Davis, RM. Current Trends in Cigarette Advertising and Marketing. *The New England Journal of Medicine*, 1987; 316: 725-732.
13. Centers for Disease Control. (1992) Comparison of the Cigarette Brand Preferences of Adult and Teenaged Smokers - United States, 1989, and 10 U.S. Communities, 1988 and 1990. *Morbidity and Mortality Weekly Report*, March 13, 1992; 41 (10): pp. 169-173, 179-181.
14. Centers for Disease Control. (1994) Changes in the Cigarette Brand Preferences of Adolescent Smokers - United States, 1989-1993. *Morbidity and Mortality Weekly Report*, August 19, 1994; 43 (32): pp. 577-581.

The Center for Tobacco Research and Intervention would like to thank Scott Woller and Michelle Mielke, M.D., who assisted on this project.

CENTER FOR TOBACCO RESEARCH AND INTERVENTION

UNIVERSITY OF WISCONSIN MEDICAL SCHOOL

7275 Medical Sciences Center 1300 University Avenue Madison, WI 53706
TEL: (608) 262-8673 FAX: (608) 265-3102